

Abstract

Title: Marketing mix of FC Baník Ostrava and proposals for its improvement.

Targets: Comprehensive appraisal of FC Baník Ostrava marketing mix. The objective was to make an improvement proposal of individual marketing elements based on the synthesis of the club fans marketing research results and author's experience.

Methods: An electronic questioning was used to obtain the relevant information. This questioning was focused on the fans satisfaction, opinion and attitude. The respondents were the fans of FC Baník Ostrava.

Results: Marketing research results showed deficiency in the current marketing mix of the club. Fundamental deficiencies regard an unprofessional club communication and disrespectful attitude towards the club fans who are their customers. Improvement proposals were made to enhance the current marketing mix of the club.

Keywords: football club, marketing, marketing research, fans satisfaction, sports marketing.